

'DECISION SUPPORT SYSTEMS'
Hr)

NOW—4 comprehensive seminars to help you make the most effective use of your computer-based information system

1

Interactive Computer-Based Decision Support Systems

MAY 4-6

2

Management Information Systems

MAY 10-12

3

Computer-Based Marketing Information Systems

MAY 25-27

4

Managing and Motivating DP Professionals

JUNE 21-23

Drexel University



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OFFICE OF CONTINUING PROFESSIONAL EDUCATION
Drexel University, Philadelphia, Pennsylvania

Register Today for Workshops on Data Processing/Information Systems

- | | |
|------------|---|
| May 4-6 | Interactive Computer-Based Decision Support Systems |
| May 10-12 | Management Information Systems |
| May 25-27 | Computer-Based Marketing Information Systems |
| June 21-23 | Managing and Motivating DP Professionals |



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Interactive Computer-Based Decision Support Systems for Management Planning

MAY 4-6 • PROGRAM NO. 4019 • FEE: \$465

This seminar will give you experience in setting up and using decision support systems (DSS) for management planning. It will show you how these systems operate interactively—in a conversational mode—between the individual manager and a small personal computer or computer terminal. You will learn the fundamentals of model-building and specifying a DSS—all using simple mathematics.

In addition, you'll cover:

- how DSS differs from more traditional Operations Research and MIS
- the three main types of DSS: information based, model-based, and communication-based
- relative costs and benefits of application "packages"
- the use of models by managers
- project initiation and maintenance

Workshop sessions will give you an opportunity to study case examples, observe application demonstrations, and participate in special exercises.

Workshop Outline

1. What You Must Know About the New DSS Perspective

how DSS can provide a productive human-machine partnership • support vs. automation • how DSS differs from more traditional Operations Research and MIS methods of supporting management • the real decision-making process in organizations vs. the theoretical one • structured vs. unstructured decisions, examples • ad-hoc vs. planned continuous decision-making • levels of management decisions • main types of DSS

2. DSS Case Examples

a product marketing planning DSS • a financial planning DSS • a geographic districting DSS

3. DSS Building Blocks

hardware • software • models for non-mathematicians • human agents • the DSS development process

4. DSS Application Development Exercises

team exercise in developing a DSS application concept • the decision task definition • the division of labor between computer and user • the COMMAND repertoire • the design of a "conversation" or human-machine dialogue

5. Application Concept Presentations and Discussion

presentation of application concepts • team brain-storming on improvements and further development • summary: how to get started using DSS

Who Should Attend

Middle- to upper-level managers in marketing, sales management, production management, and financial management.

Workshop Leader

LAWRENCE F. YOUNG, D.Sc., is Associate Professor of Information Systems and Management Science at Drexel University. He is a former vice president and director of management science at a division of the Interpublic Group of Companies in New York, where he pioneered in developing innovative computer-based models and information systems for advertising and marketing planning.

Dr. Young has also served as a consultant to Du Pont, IBM, and Western Electric, as well as to a number of Israeli organizations, including Zim Shipping Lines, Israeli Electric, and the Israeli Air Force.



Management Information Systems

MAY 10-12 • PROGRAM NO. 4020 • FEE: \$425

This down-to-earth seminar will help you to get the maximum value from the computer-based information systems available to you. In it, you will develop an understanding of basic MIS principles and will learn how you can best use modern methods of data collection, data processing, and data analysis.

During the course of the workshop, you will:

- acquire a firm grasp of the scope and objectives of MIS
- utilize demonstration case problems
- create guidelines for practical applications
- identify and resolve organization and personnel problems
- learn strategies for improving your existing system

Workshop Outline

1. Scope and Objectives of MIS

operating level definitions • measures of MIS performance • interfaces management with EDP-niks

2. Management Role in MIS Design

specification of information required • reporting formats • reporting frequency • cost vs. value of information

3. MIS Implementation

life cycle models and management • implementation strategies • identifying and resolving organizational human problems

4. Technology of MIS—A Management View

configuration: hardware and software interfaces • operating systems • programming language • man-machine interaction and dialogue

5. MIS Operation Evaluation and Improvement

formed process: top management support • techniques of evaluation • strategies for improving the existing system

6. Management Summary and Overview

strategies for management participation • look to future • be informed, get involved, and don't let them get you down

Who Should Attend

Administrators and managers with access to computer-based information systems.

Workshop Leaders

JAMES B. MAGINNIS, M.S., is Professor of Computer Science at Drexel University. He is actively involved as a consultant to many organizations, including Sun Oil Corporation, John Wiley & Sons, Inc., The New Jersey Civil Service Commission, and The City of Philadelphia.

MILTON SILVER, Ph.D., is Professor of Management and Operations Research, and Head of the Department of Management and Organizational Science at Drexel University. He is a former Professor of Industry at the Wharton School of Finance and Commerce.

Dr. Silver's industrial experience includes the position of Manager of Operations and Management Engineering at the RCA Corporation. In addition, he has served as a consultant to organizations including the United Nations, Western Electric, Chevron Oil, Morgan Bank, and a number of government agencies.



Computer-Based Marketing Information Systems

MAY 25-27 • PROGRAM NO. 4028 • FEE: \$465

Here's a workshop that will show you how to effectively utilize computer-based information systems . . . without becoming (or depending upon) a computer specialist. You'll learn how to specify and use these systems for marketing planning and control. You'll also cover system concepts and methods, and you'll have the opportunity to apply what you've learned in a series of in-class exercises.

In addition, you'll learn how to:

- determine marketing information requirements
- structure marketing system processes
- design regular marketing reports
- use non-procedural language Query systems
- use personal interactive decision support systems

Workshop Outline

1. **The Scope of the Marketing Function and Information Requirements**
marketing at the strategic, tactical, and operational levels • systems concepts and marketing as an organizational subsystem • the role of information and the value of information • interaction of marketing with other functional subsystems • marketing research and analysis and the "open-system" concept • marketing decisions of an ad-hoc nature vs. programmed, regular decision-making • information characteristics for various levels of the marketing function • hard vs. soft data for marketing

2. **Information Systems Support for Marketing Planning and Control**
optimizing vs. satisficing in developing marketing plans • setting marketing objectives in planning • info inputs for marketing plans • structure and information content of a marketing plan • information system components to support marketing planning • maintaining the marketing plan via information feedback and environmental scanning • regular marketing control reports, monitoring sales and advertising • the age of marketing information and timing requirements for control reporting • ad-hoc sales analysis

3. **Marketing Information Systems Components and Development Techniques**
components of a computer-based total marketing information system • the systems planning and system "life-cycle" development process • the HIPO technique for structured system design • the marketing data base concept • query languages and ad-hoc reporting for marketing • marketing information requirements analysis

4. **Exercises in Marketing Information Systems Development**
preparing key factor impact matrix • defining regular and ad-hoc reporting requirements • defining a marketing data base • control report design • marketing query writing

Who Should Attend

Any marketing manager or analyst who would like to use their computer system more effectively.

Workshop Leader

LAWRENCE F. YOUNG, D.Sc.: See biography under *Interactive Computer-Based Decision Support Systems*.



Managing and Motivating DP Professionals

JUNE 21-23 • PROGRAM NO. 4002 • FEE \$595

This course will provide valuable assistance in understanding and dealing with the "people problems" associated with DP management. You'll focus on the interpersonal skills so essential for a wide range of activities . . . from motivating subordinates to communicating effectively . . . from managing conflict to team building. And you'll come away with a new level of managerial sophistication.

At the conclusion of this program, you will be able to:

- conduct productive performance appraisals
- make decisions with greater creativity
- understand the impact of career stages on motivation, job design, and productivity
- set goals and measures for DP project teams
- develop a sound management leadership style

Workshop Outline

1. **Role of the DP Manager**
DP management, an operational perspective • a statement of responsibilities • planning organizational control techniques • organizing the project • workshop demonstration case problem • developing a strategy for DP management
2. **Communications, the DP Manager's Challenge**
perception: the key communications • personality and communications • the art of listening • DP projects: a total communications process • workshop demonstration case problem • developing a strategy: effectively communicating with a DP work force
3. **DP Management Effectiveness: Resolving Conflict and Managing Change**
understanding the process of conflict • change in project structure and direc-

tion • strategies of conflict management • exploring conflict as a positive force • workshop demonstration case problem • developing a strategy for effectively resolving project conflicts

4. **DP Management Effectiveness: Building Project Teams and Creative Problem Solving**

cooperation is the key ingredient • ingredients of a cooperative project environment • the project as a team • project team decision-making • developing and using DP project teams • workshop demonstration case problem • summary: leading teams to greater creativity

5. **Motivation and Development of Equal Productivity**

goal-oriented DP management • performance appraisal process • career patterns for DP management

6. **Motivation and Development of DP Human Resources**

DP management leadership strategy for the decade ahead • overview and summary

Who Should Attend

Managers and supervisors of EDP personnel.

Workshop Leaders

BRIAN HAWKINS, Ph.D., is Assistant to the Vice President for Academic Affairs, and is Associate Professor of Management and Organizational Science at Drexel University.

Dr. Hawkins conducts research and consulting in the area of interpersonal organizational communication. His clients have included IBM, Phillips Petroleum, U.S. Steel, and United Technologies.

MILTON SILVER, Ph.D.: See biography under *Management Information Systems*.

REGISTRATION INFORMATION

Please Read Before You Register

TO REGISTER

Please complete registration form and mail with check made payable to Drexel University, CPE.

REGISTRATION CONFIRMATION

Your registration will be confirmed. Please allow three weeks. If you have not received your registration confirmation five days prior to the session, please contact the registrar at (215) 895-2156.

TRAVEL INFORMATION

Your confirmation will include travel information. Drexel University is convenient to all forms of transportation.

PARKING

Parking information will be included with your registration confirmation.

COURSE TUITION

Your tuition fee includes the course manual and text, if any, for each program. You'll also find the cost of lunch and coffee breaks is covered. The hotel room, if required, is not included in the course fee.

CERTIFICATE OF COMPLETION

The Office of Continuing Professional Education will present a *Certificate of Completion* from Drexel University to all who successfully complete the program.

TAX DEDUCTION

A tax deduction is allowed for expenses of education (including registration fees, travel, meals, lodging) undertaken

to maintain and improve professional skills. (See Treasury Reg. 1. 162-5) (Coughlin vs. Commissioner, 203 F. 2D 307).

MAIL

CPE Director, Room 1-216, Office of Continuing Professional Education, Drexel University, 32nd and Chestnut Streets, Philadelphia, Pa. 19104.

REGISTRATION INFORMATION

For registration information call (215) 895-2156.

NONDISCRIMINATORY POLICY

Drexel University admits students of any race, color, national and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, sex, color, national or ethnic origin, or handicap in the administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school administered programs.

AGENDA

- | | |
|-----------|--|
| 8:45 a.m. | Registration and final check-in (first day only)
Coffee |
| 9:00 a.m. | Workshop Presentations |
| Noon | Lunch (provided by Drexel) |
| 1:30 p.m. | Workshop Presentations |
| 4:30 p.m. | Adjourn |

YES!

Please register me for the program/s indicated below.



I understand that my place will be reserved as soon as you receive my check or purchase order for the full amount. I also understand that I must make my own hotel reservation (information on local hotels will be sent to me).

CHECK ONE OR MORE COURSES:

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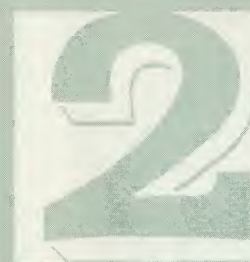
Interactive Computer-Based Decision Support Systems

May 4-6
No. 4019
\$465

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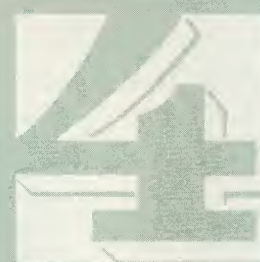
Computer-Based Marketing Information Systems

May 25-27
No. 4028
\$465

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Management Information Systems

May 10-12
No. 4020
\$425

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Managing and Motivating DP Professionals

June 21-23
No. 4002
\$595

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